

Marketing strategies

Read the situations. Then choose the correct ending to make a true sentence.

1. That actress made a commercial for a new floral perfume. She makes a point of saying that she wears it in real life. The perfume maker . . .
 - ☐ a. is offering a comparative-marketing program.
 - ☐ b. must think a celebrity endorsement will increase sales.
2. Every time the main character on that sitcom has breakfast, viewers can clearly see the product name on the box of cereal on the table. That cereal company . . .
 - ☐ a. is using a product-placement strategy.
 - ☐ b. is offering free samples.
3. The credit card company gives points every time shoppers use their card. Many customers keep the card for a long time to earn points. The credit card company retains its customers by using . . .
 - ☐ a. a loyalty program.
 - ☐ b. coupon codes.
4. When consumers searched for smartphone features and prices, one brand kept popping up. As part of its marketing strategy, the smartphone company is using . . .
 - ☐ a. word-of-mouth marketing.
 - ☐ b. search-engine marketing.

:harmon hall

TALISIS: